

ABSTRACT OF THE INVENTION

A system and method for improving the design of medical products or developing new medical products by way of customer submission of unmet needs. A web site if
5 provided that allows medical professionals that having an access to a medical products data base to submit a description of unmet needs, i.e., medical needs that are not currently addressed by available medical products. After collecting the unmet needs submissions, the unmet needs can be analyzed over a number of submissions to identify unmet needs that have been recognized by a predetermined number of medical professionals.